

Rep Order# 9853257 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 10/29/2012 8:13 AM  
Last Received: 10/28/2012 3:08 PM  
Showing Buylines: All Lines

1 of 2

Station EKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA 60S  
Estimate# 2265  
Buyer Meredith Kaufman  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/2265  
Flight Dates 10/30/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F,M	7P-730P	TWC & A HALF MEN	:60	\$250.00	10/30-11/05	1 P4	1	1	\$250.00	
	3	TU-F,M	1105P-1135P	TWO AND A HALF MEN	:60	\$150.00	10/30-11/05	1 P3	1	1	\$150.00	

---REPORT TOTALS---

Report Totals: 2 / \$400.00

---SALES MONTHLY TOTALS---

Nov 12: 2 / \$400.00  
Sales Totals: 2 / \$400.00  
Station Totals: 2 / \$400.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$40,000	CABL 0%	EKRC 1%	UNKN 99%	WBQC 0%	WCPO 0%
		WKRC 0%	WLWT 0%	WSTR 0%	WXIX 0%	

Books null  
Demos RA35+

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## ORDER



## Orders

**Order / Rev:** 68915  
**Alt Order #:** 09853257  
**Product Desc:** OBAMA 60S  
**Estimate:** 2265  
**Flight Dates:** 10/30/12 - 11/06/12  
**Original Date / Rev:** 10/29/12 / 10/29/12  
**Order Type:** GENERAL

**CW Cincinnati**  
 Millennium Washington DC  
 MNAT  
 National

**Primary AE:**  
**Sales Office:**  
**Sales Region:**

## Agency

**Name:** Greer Margolis Mitchell  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

## Advertiser

**Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** Presidential Elections  
**Priority:** P-4  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	2	\$400.00	\$340.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	2	\$400.00	\$340.00	0.00
<b>Totals</b>	<b>2</b>	<b>\$400.00</b>	<b>\$340.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share	Share	Total
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CW Cincinnati 1% \$400.00  
 Market 100% \$40,000.00

Competitive Share	Share	Total
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UNKWN 99% \$39,600.00  
 WCPO 0% \$0.00  
 WKRC 0% \$0.00  
 WLWT 0% \$0.00  
 WSTR 0% \$0.00  
 WXIX 0% \$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	EKRC	10/30/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	1:00	1	\$250.00	P-4	0.00	NM	1	\$250.00
TWO & A HALF MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/30/12		11/05/12	MTWTF--	1	\$250.00	0.00									
E 2	EKRC	10/30/12	11/05/12	M-F 1105p-1135p M-F 1105p-1135p	CM	1105p-1135p	MTWTF--	1:00	1	\$150.00	P-3	0.00	NM	1	\$150.00
TWO AND A HALF MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/30/12		11/05/12	MTWTF--	1	\$150.00	0.00									
<b>Totals</b>														<b>2</b>	<b>\$400.00</b>